

## WHAT IS CLAIMED IS:

1. A method for auditing a customer for compliance with a quality standard, the method comprising:
  - reviewing a quality system for compliance with the quality standard;
  - analyzing the quality system to identify at least two improvements to be made based on knowledge and judgment of an auditor; and
  - communicating the at least two improvements to the customer.
2. The method of claim 1 wherein the step of analyzing comprises analyzing complexity of the quality system to identify redundancies.
3. The method of claim 2 wherein at least one of the at least two improvements includes a method to reduce the complexity to eliminate redundancy.
4. The method of claim 2 wherein at least one of the at least two improvements includes clarifying the quality standard.
5. The method of claim 1 further comprising requiring auditors to participate in periodic training sessions.
6. The method of claim 5 wherein the auditors participate in the periodic training sessions via video conference.
7. The method of claim 5 wherein the auditors participate in the periodic training sessions via teleconference.
8. The method of claim 5 wherein the training is directed to the quality standard.
9. The method of claim 5 wherein the training is directed to interpersonal skills.

10. The method of claim 1 further comprising:  
recruiting sales representatives with commissioned sales experience  
to solicit customers; and  
providing technical and/or engineering training for the sales  
5 representatives prior to in-person customer solicitation.

11. The method of 10 wherein the technical and/or engineering  
training is provided at a central location for a predetermined period of time during  
which any customer solicitation is performed telephonically.

12. The method of 10 wherein the step of recruiting comprises  
10 recruiting sales representatives with at least four years of commissioned sales  
experience.

13. The method of 1 further comprising:  
gathering technical information related to a particular industry  
classification prior to an audit; and  
15 requiring an auditor to demonstrate an understanding of the technical  
information related to the particular industry prior to the audit.

14. The method of 13 wherein the step of requiring an auditor to  
demonstrate an understanding of the technical information includes requiring the  
auditor to pass a test covering the technical information.

20 15. The method of 13 further comprising providing an assistant  
auditor to accompany a primary auditor wherein at least the assistant auditor is  
required to demonstrate an understanding of the technical information.